

Salary Schedule	MOU	Benefits
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City of Alameda
Code No. 7015
Approved by C.S.B.
07/24/2013

COMMUNICATIONS ENGAGEMENT SPECIALIST

DEFINITION

Under general direction, plans, develops, coordinates and directs all communications activities of Alameda Municipal Power including customer service issues and customer engagement strategies. Performs other related work as required.

DISTINGUISHING FEATURES

The position is responsible for planning, organizing, developing, coordinating, assigning, directing, and evaluating the function of internal and external communication programs. This position reports directly to the Assistant General Manager of the Customer Resource Division and occasionally works directly with the General Manager to provide highly responsible, specialized management assistance by planning, directing, and leading external and internal communications, public relations, media, comprehensive programs, studies and projects, and performs other related work as required

EXAMPLES OF DUTIES

1. Manages the day-to-day communication activities of Alameda Municipal Power, including publications, press releases, public inquiries, grant writing, conducts presentations, special event marketing, website content and analytics, and social media monitoring.
2. Assists in the implementation of department-wide communications and engagement policies, practices, and procedures.
3. Leads the development of strategies, plans, and programs directed to internal and external audiences that result in high quality, timely, and consistent dissemination of information about the utility.
4. Provides development, content creation, and publication of internal and external information to brand the utility.
5. Develops and oversees content for website and internet communications to customers and employees.
6. Develops and manages external media relations through anticipation, effective relationship building, and timely communications about public issues.
7. Develops customer engagement strategies to elicit participation with utility advanced technology systems, equipment, and services.
8. Requires attendance at community meetings and provides staff support to the senior managers and the Public Utilities Board.
9. Develops effective communication strategies to increase and improve customer engagement experience with various utility programs and services.
10. Manages sensitive press issues and/or may be called out to support emergency communication operations.
11. Develops traditional and non-traditional ways of communicating with residential and commercial customers.
12. Trains Alameda Municipal Power staff on communications best practices and trends.
13. Maintains informational resources and libraries.
14. Provides lead direction to and may exercise direct and indirect supervision over technical and administrative support staff.
15. May conduct comprehensive customer engagement studies and recommendations.
16. May assist in budget and business plan preparation and administration.
17. May supervise, train and evaluate assigned staff.

EMPLOYMENT STANDARDS

Education/Experience

Any combination of education and experience likely to provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Graduation from high school supplemented by course work in business or public administration, communications, journalism, or related field.

Experience: Five years of progressively responsible professional experience customer communications and the design and analysis of influencing customer experience and engagement

Knowledge

Knowledge of current trends, developments and practices in the electric utility industry; principles and practices of public relations and media relations; research and analysis methods; mathematical relationships including statistics; operation of personal computers and information management with proficiency using word processing, spreadsheets, databases, and web-based programs specific to social media; and principles and practices of supervision and public administration; modern office practices and procedures including applications of information systems; modern office equipment including personal computers; effective methods of lead and project supervision; effective methods of record keeping; correct English usage, including spelling, grammar and punctuation.

Abilities

Ability to communicate effectively, both verbally and in writing; establish and maintain effective working relationships with employees and the general public; plan, administer and evaluate work programs; effectively manage comprehensive specialized functions, projects and studies; set priorities and meet deadlines; perform qualitative research and analysis, and quantitative and general problem solving using superior critical thinking skills; embrace change; interpret and apply established policies, procedures and codes; interpret and apply specialized federal and state legislation and court rulings; interpret and analyze information; draw valid conclusions and project consequences of decisions and recommendations; perform both complex and routine work with speed and accuracy; work effectively under pressure and with frequent interruptions; listen, understand, retain, follow, apply, and communicate verbal and written instructions or directions; provide training and direction to assigned staff; effectively operate a variety of modern office equipment including computers and related software; establish and maintain records associated with the work; maintain level of knowledge required for satisfactory job performance; and may supervise, train, and evaluate assigned staff; perform related duties as required.

Other Requirements

Selected positions require possession of a valid California Driver's License and satisfactory driving record as a condition of initial and continued employment.